



THE CITY OF SAN DIEGO

Redevelopment Agency of the City of San Diego

City Planning and Community Investment Department

City Redevelopment Division

FOR IMMEDIATE RELEASE

Friday, August 18, 2006

MEDIA CONTACTS: Eric Symons
(619) 533-5318
(619) 980-2784 (mobile)

Jim LoBue
(619) 533-5263
(619) 417-3612 (mobile)

Redevelopment Agency Seeks Community Input on Mercado Development Opportunity

Community forum to be held September 7; prospective developers to be featured

SAN DIEGO – The Redevelopment Agency of the City of San Diego is seeking community input on the proposed development of a Mercado commercial project in the Barrio Logan Redevelopment Project Area southeast of Downtown San Diego. A public forum will be held from **5:30pm to 8:00pm on Thursday, September 7** at the Calvary Baptist Church located at 719 Cesar Chavez Parkway in Barrio Logan.

The Redevelopment Agency is seeking a development partner to design and implement a new development on a 6.8-acre Agency-owned site that is located in the heart of the Barrio Logan Redevelopment Project Area. The site is adjacent to the award-winning Mercado Apartments Redevelopment Project and is bounded by Cesar Chavez Parkway to the north, Barrio Logan Chicano Park to the south, National Avenue to the east, and Main Street to the west. The goal of the Agency is to provide a new commercial or mixed-use center for the community of Barrio Logan.

The forum will provide community members with the opportunity to meet the five finalists that were selected to develop project proposals, ask questions and express views about their vision of a new anchor development for their neighborhood.

The finalists will then submit refined development proposals to the Redevelopment Agency which will include land use and design concepts, financing proposals and strategic plans for successfully managing and completing the project.

The five finalists, selected from a pool of 16 respondents to a request for qualifications issued in May, include Pacific Scene, Forest City Property Corporation, DR Horton, McCormack Baron Salazar, and Shea Properties. The finalists were chosen based on demonstrated experience and capability in areas such as successfully completing infill development projects in urban areas of Southern California, developing in primarily Latino communities and demonstrating sensitivity to local community conditions and concerns. Furthermore, access to financing and strong personnel in key disciplines such as design, project management, finance and community relations were also key measures for the selection.

-more-

Redevelopment Agency to Hold Community Forum – Mercado Project

Page 2

The Barrio Logan Redevelopment Project Area was created in 1991 with the goal of using the tool of redevelopment to help transform and revitalize the diverse and distinctive Barrio Logan community. With extensive input from residents and business owners, the Barrio Logan community has enjoyed a number of redevelopment successes including the development of the award-winning Mercado Apartments, relocation and expansion of Chuey's landmark restaurant, assistance to new businesses to the area such as Ryan Brothers Coffee and the completion of several streetscape improvements.

Redevelopment activity in the area is gaining momentum. This summer, two affordable housing developments moved forward. In June, ground was broken on the \$15 million Gateway Family Apartments Redevelopment Project, which will provide 42 affordable, two- and three-bedroom apartments for families. In July, a development agreement was approved for the \$37.9 million La Entrada Redevelopment Project, an 85-unit affordable rental housing development. Additionally, plans are underway for the expansion of the Cesar Chavez Continuing Education Center, which will include 50,000 square feet of educational space and incorporate antique art and artifacts from the historic Aztec Brewery.

For more information about the Barrio Logan Redevelopment Project Area, contact the Redevelopment Agency/City Redevelopment Division at **(619) 533-4233** or visit the City's Web site at **www.sandiego.gov/redevelopment-agency**.

###

*The City of San Diego Redevelopment Agency eliminates blight from designated areas, as well as achieves the goals of development, reconstruction and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment is one of the most effective ways to breathe new life into deteriorated areas plagued by social, physical, environmental or economic conditions that act as a barrier to new investment by private enterprise. **The City of San Diego Redevelopment Agency consists of three divisions: the City Redevelopment Division** (housed in the City of San Diego's City Planning and Community Investment Department), the **Centre City Development Corporation** and the **Southeastern Economic Development Corporation**.*